

aimswEBPlus PRIVACY POLICY

YOU ARE REQUIRED TO READ THESE TERMS AND CONDITIONS OF USE CAREFULLY BEFORE USING THIS SITE.

Before using the aimswEBPlus product and services (Site) please read this Privacy Policy and the Terms of Use for this Site carefully. By using this Site and its services, you acknowledge that you understand, accept and agree to the terms of this Privacy Policy and the Terms of Use for this Site. If you have any questions concerning this Privacy Policy or the Terms of Use for this Site, please contact Pearson at info@aimswEB.com.

Introduction

This Privacy Policy will tell you, as of the “Last Revised” date set forth at the end, what information Pearson collects, how we use that information, what choices you have concerning how such information is used and how we protect the information.

Please remember that any information (including personal and business information) that you post or otherwise reveal in a public forum (such as a bulletin board, message board or product discussion forum) is not subject to this Privacy Policy and will be seen by third parties not related to Pearson and may be used by them to contact you or for unauthorized purposes. In addition, if you link to a third party site from a Pearson site, any information you reveal on that site is not subject to this Privacy Policy. You should consult the individual privacy policies for each site you visit.

Purpose of this Site

aimswEBPlus is an efficient and effective assessment, data management, and reporting system for grades K-8 that supports multi-tiered instructional models. aimswEBPlus is designed to universally screen and progress monitor. aimswEBPlus allows teachers and administrators to capture, manage, and report assessment data in one web-based system. It includes assessment programming; extensive reporting and monitoring tools designed for use by Education Agencies and School District and School authorized staff (“Educators”).

The Educational Purpose of the aimswEBPlus features for Educators is to (a) benchmark students; (b) monitor student progress and intervene; (c) provide information to Educators on student progress. The aimswEBPlus reporting feature can be used by Educators to provide reports to parents and students. Pearson collects and uses personal student data through this Site only to the extent required to monitor student progress and provide appropriate remediation and curriculum guidance to Educators.

Access

Access to the aimswebPlus Site is restricted by password to Educators only authorized by the school, district, or State Department of Education (“Educational Institution”) sponsoring the product. Educational Institutions are responsible for authorizing Educator access to this Site and maintaining all access information. No parent or student access is authorized through this Site.

Information Collection and Use

Educational Institution Personnel. To create a record for a student the following information must be collected from Educators through this Site: student’s name, grade, birth date, gender, student identification number, district, school, service code, ethnicity and free and reduced lunch status. The following additional information may be collected: Entry Grade, IEP, ESL, Section 504, After School, Correctional, Summer School, IDEA, Gifted/Talented, Intervention Level, Mobility, Behavior Disorder, Federal Disability Categories.

Upon initial login by an Educator the following personal information may be collected: name, school district, address, phone number, and email. If Pearson receives inquiries or emails about or through this Site from Educators, Pearson may keep a record of the email, correspondence and comments, including the individual’s name, school district or organization name and email address in order to reply to the communication, perform Site support and issue resolution and maintain business records concerning this Site.

Student Data: Students cannot access aimswebPlus. Any required student testing is conducted in a separate test platform, TestNav. Once a student completes testing in TestNav the student testing data is transferred to aimswebPlus. The student data collected in AimswebPlus will be used by Educators to assess student progress and provide necessary intervention and remediation appropriate for the specific student. Student testing data can be reported to Parents as a pdf file extract from aimswebPlus.

Parents and Students: Pearson cannot collect personal information directly from parents or students through this website. Parents and Students will not have login or access to AimswebPlus. Parents and Students may receive PDF report extracts from an Educator.

Parents and students should direct all inquiries related to this Site to their School or School District.

Information Access and Correction

Only an authorized Educator may enter data on a student’s record through this Site. An authorized Educator may review the student record on this Site, make student record changes, review available assessment reports and otherwise

review data for that student. An Educator may contact Pearson at info@aimsweb.com if the Educator believes there may be an issue with a student record, a report or encounters any issues in accessing or correcting information through this Site.

Information Use or Disclosure

Pearson will use the data provided by Educators through this Site to provide Educators with student specific tools for remediation and intervention, create reports and records concerning students, provide targeted curriculum and perform other contractual obligations for the Educational Institution.

Except for the limited exceptions set forth below, Pearson will not share with, or disclose to, third parties, the names of users, students or other personally identifiable information collected through or in connection with this Site. Pearson may, however, use or disclose personally identifiable information:

- As requested or required by the Educational Institution in support of the Educational Purpose.
- In response to subpoenas, court orders or legal process, and as otherwise required by law;
- To protect student or user security, or the security of other persons, consistent with applicable laws;
- In connection with the sale, joint venture or transfer of some or all of the assets of NCS Pearson, Inc., subject to written approval from the Educational Institution; and/or
- To affiliated companies and contractors providing services for the Assessment Program who are obligated to take appropriate commercially reasonable steps to maintain the confidentiality of such information and use it solely for the purposes specified in this Privacy Policy.

Non-personally identifiable aggregated information collected through this website may be used for quality assurance and for research and development and may be disclosed to third parties in non-personally identifiable form upon receipt of written approval from the Educational Institution.

Security and Confidentiality

Subject to the other provisions of this Privacy Policy and contractual obligations, Pearson will take commercially reasonable steps to maintain the confidentiality of all personal information and student records collected and managed through this Site. For example, this Site currently uses industry-standard SSL-encryption to protect user account and password information and uses a secure connection to Pearson servers, which are protected by firewalls to prevent unauthorized break-ins. The administrative system and authentication mechanisms are protected through the use of SSL encryption of data transmitted via HTTP. As other security

methodologies become commercially available, Pearson may change its current security systems processes or substitute these systems with other security systems or processes.

Every Pearson employee is trained on our privacy and security procedures. Only authorized Pearson employees, agents or independent contractors working for Pearson are permitted to access information only if they have a business need and agree in writing to abide by our Privacy Policy. Employees that violate the Privacy Policy are subject to disciplinary action, up to and including termination.

Despite these security measures, Pearson does not represent or warrant that Business Information will be protected against loss, misuse, attacks or alteration by third parties.

Precautions to be Taken by Users

User Information and access to this Site is password protected for the privacy and protection of student personal and student assessment data. Educators are urged to keep confidential all user information and passwords. If storage of this information is required, it is recommended that it be kept in a secure location. To protect data, users should always logoff when exiting this Site and not divulge or share user identification or passwords with anyone.

Cookies and Do Not Track

The use of cookies is a common practice for Internet facing web applications. Cookies are small text files that a website transfers to your computer's browser. Cookies will provide the website with non-personally identifiable information, but does identify your computer, browser and Internet specifications. This Site uses cookies to measure traffic patterns, personalize content and control security.

This site does not respond to web browser "do not track" signals or comparable signals or mechanisms.

IP Addresses

An IP address is a number automatically assigned to your computer by your Internet service provider. This Site may collect IP addresses, the associated URLs, domain types, the browser type used to access the Site, the country, state and telephone area code where the users' Internet service provider's servers are located, the pages of this Site that users viewed during their visit, any search terms entered on the Site and any environment related information. Collection of IP addresses is for system administration purposes, to monitor the level of activity on the Site and for security reasons and to compute statistical information about the customers using these services in aggregate form.

Links to Other Sites

This Site may contain links to other websites related to the Educational Purpose on the Internet, which may include Educational Institution sites, or other Pearson websites. The information practices of those websites are not covered by this Privacy Statement or any other policies or terms applicable to this Site. You should read the terms and policies of those other websites before supplying information to that site or otherwise using the site.

Web Trend Information

We may use Google Analytics to obtain web trend information about user interaction with this site for system administration purposes and to identify problems and improve service. While Google Analytics collects and reports information on an anonymous basis, Google Analytics uses cookies and collects IP addresses to gather web trend information. For further information about Google Analytics, and for links to Google's Privacy Policy and an opt-out tool for Google Analytics, go to www.google.com/intl/en/analytics/privacyoverview.html

Changes to the Privacy Policy

This Privacy Policy and the Terms of Use for this Site may be revised from time to time through an updated posting. Revisions will only be made and apply if consistent with and in accordance with the aimswebPlus agreement between Pearson and the applicable Educational Institution. Authorized users will be notified of any material changes to this Privacy Policy at log-in, via email or through a comparable form of notification. Unless otherwise specified, continued use of this site following the posting and notification of such revisions or the designated effective date will indicate your acceptance of such revisions. If you have any questions or concerns about any changes, please contact info@aimsweb.com.

Contact Information

If you have questions or concerns about this Privacy Policy, please contact us at info@aimsweb.com. If you want us to respond to your comment or question, please provide your contact information in your message.

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